

(modified PTO/SB/08A)

INFORMATION DISCLOSURE STATEMENT BY APPLICANT (use as many sheets as necessary)		U.S. Department of Commerce Patent and Trademark Office		<i>Complete if Known</i>	
		Application Number: 10/676,195 Filing Date: September 30, 2003 First Named Inventor: Andrew FIKES Group Art Unit: 1796 Examiner Name: Tri V. Nguyen			
Sheet	1	of	2	Attorney Docket No.: Google-115 (GP-089-03-US)	

U.S. PATENT DOCUMENTS

Examiner Initials*	Cite No. ¹	U.S. Patent Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines where relevant Passages or Figures appear
	AE	6,098,065	8-1-2000	SKILLEN, et al.	
	AF	2003/0055816	3-20-2003	PAINE, et al.	
	AG	2003/0195801	10-16-2003	TAKAKURA, et al.	
	AH	7,225,182	5-29-2007	PAINE, et al.	

Examiner Initials*	Cite No. ¹	Foreign Patent Document Office ³ Number ⁴	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T ⁶
	AI	WO 00/73960	12-7-2000	GOTO.COM, INC		
	AJ	WO 01/80075	10-25-2001	VENTURE MATRIX INC		
	AK	JP 2002-073680	3-12-2002	MITSUBISHI RESEARCH INSTITUTE INC		
	AL	JP 2002-123477	4-26-2002			
	AM	JP 2003-501729	1-14-2003			
	AN	KR 2003-0047859	6-18-2003			
	AO	JP 2003-242159	8-29-2003			

Examiner Signature		Date Considered	
--------------------	--	-----------------	--

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609 Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

1 Unique citation designation number. 2 See attached kinds of U.S. Patent Documents. 3 Enter Office that Issued the document, by the two-letter code (WIPO Standard ST 3). 4 For Japanese patent documents, the Indication of the year of the reign of the Emperor must precede the serial number of the patent document. 5 Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST 16, if possible. 6 Applicant is to place a check mark here if English language translation is attached.

U.S. Department of Commerce Patent and Trademark Office INFORMATION DISCLOSURE STATEMENT BY APPLICANT <i>(use as many sheets as necessary)</i>			<i>Complete if Known</i> Application Number: 10/676,195 Filing Date: September 30, 2003 First Named Inventor: Andrew FIKES Group Art Unit: 1796 Examiner Name: Tri V. Nguyen		
Sheet	2	of	2	Attorney Docket No.: Google-115 (GP-089-03-US)	

OTHER REFERENCES - NON-PATENT LITERATURE DOCUMENTS			
Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume, issue number(s), publisher, country, where published, source	T ²
	AP	First Examination Report for Indian Patent Application No. 1448/CHENP/2006, dated May 22, 2008 (2 pgs.)	
	AQ	Notice of Reasons for Rejection for Japanese Patent Application No. 2006-534043, mailed December 9, 2008 (3 pgs.) with translation (3 pgs.)	
	AR	Examiner's Report No. 3 on Australian Patent Application No. 2004279095, mailed on February 27, 2009 (3 pgs.)	
	AS	LANGHEINRICH et al, "Unintrusive Customization Techniques for Web Advertising," NEC Corporation, C&C Media Research Laboratories, October 20, 2002, http://web.archive.org/web/20021020142100/www.ccrl.com/adwiz/adwiz-www8.html	
	AT	Supplementary European Search Report for European Patent Application No. 04785236.3-2221/1678573, dated April 28, 2009 (3 pgs.)	
	AU	Petitioner's Brief Against Korean Patent No. 857049 (33 pgs.) (with summarized English translation (15 pgs.))	
	AV	Reply Brief for Invalidation Trial Against Korean Patent No. 857049 (22 pgs.) (with English translation (14 pgs.))	
	AW	Request for Correction of the Subject Patent As Filed (58 pgs.)	

Examiner Signature		Date Considered	
--------------------	--	-----------------	--

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

1 Unique citation designation number. 2 Applicant is to place a check mark here if English language translation is attached.